



Official Launch

Malaysia Semiconductor Industry Association (MSIA)

Launching of MSIA

Target Date	6 April 2021 (Tuesday)
Venue	Dorsett Grand Subang (Bilik Melati 1-3)
Time	12:00 noon – 2:00 p.m.
Target audience	60 pax of reps from MITI & Agencies, MSIA members and Media

Time	Agenda
12:00 - 12:30	Registration
12:30 – 12:35	Negaraku
12:35 – 12:40	Doa recital
12:40 - 12:50	Welcoming Remarks by YBhg. Dato Abdul Latif bin Haji Abu Seman , Director General of Malaysia Productivity Corporation (MPC)
12:50 - 01:00	Speech by YBhg. Dato Seri Wong Siew Hai , President of Malaysia Semiconductor Industry Association (MSIA)
01:00 – 01:30	Launching Speech by YB Senator Datuk Lim Ban Hong , Deputy Minister of International Trade and Industry (MITI) Montage Launching of MSIA
01:30 – 01: 45	Launching of EEPN End-users Plugfest Projects Compilation Booklet Appreciation Certification to Plugfest companies Appreciation Certification to EEPN's Key Strategy Leaders and Key Contributors
01:45 – 01:55	Press Conference
01:45 – 02:00	Networking Lunch End of event

List of invitees

PIC : Wan Wei



Category	No	Name	Designation
EEPN Key Strategic Leaders	1	YBhg Dato Seri Wong Siew Hai	Champion of Electrical & Electronics Productivity Nexus (EEPN) President of Malaysia Semiconductor Industry Association (MSIA)
	2	YBrs Dr Hari Narayanan	Vice Chancellor of Asia Pacific University
	3	Mr Lau Kean Cheong	Chief Executive Officer, Inari Amertron Bhd
	4	Dr Thomas Ooi Wei Min	Senior Manager of IOT Group, Intel
	5	Mr Zaky Moh	Senior Director, Programme Coordination Division, SMECorp
	6	Ms Jasbir Kaur Bachan Singh	Executive Director Post Investment, MIDA
	7	Ms Jamaliah Jamaluddin	Director, MATRADE
	8	Ms Vimala Murugan	Director, Industrial Development, MITI
	9	Mr Czarif Chai Abdullah @ Chai Sen Hong	Director, Business Development & Entrepreneurship Division, SMECorp
	10	Mr Naim Abdul Rahman	Director Of Electrical & Electronics, ICT, Machinery and Equipment
	11	Mr Sikh Shamsul Ibrahim Sikh Abdul Majid	Executive Director, MIDA
	12	Mr. Fraziali Ismail	Director, Economics Department, Bank Negara Malaysia
	13	Ms. Panimoli Kalidass	Senior Economist, Bank Negara Malaysia
	14	YBhg. Dato' Valluvan A/L Veloo	Director, Manufacturing Industry Science and Technology Section, Economic Planning Unit (EPU)
	15	Mr. Wan Azli Bin Wan Ismail	General Manager, MIMOS Semiconductor (M) Sdn Bhd
	16	Prof Datuk Dr Wong Lai Sum	Former CEO of Matrade
	17	Mr Cheang Wai Mun	EEPN Associates
	18	Mr Farid Wajidi Mat Yusoff	Group Managing Director, USAINS Holding Sdn Bhd

List of invitees

PIC : Aiman



Category	No	Name	Designation
MSIA Board Members	1	Dato Seri Wong Siew Hai	EEPN Champion
	2	Dato P'ng Soo Hong	Vice President & Managing Director Manufacturing Operations First Solar Malaysia Sdn Bhd
	3	Dato Lim Yong Jin	Regional President, Plexus Manufacturing Sdn Bhd
	4	Ms Yap Suan See	Vice President & Managing Director, II-VI (M) Sdn Bhd
	5	Mr Leow Chun Meng	Senior Business Development Manager Asia Pacific, Accotest
	6	Ms Ng Lan Kheng	Executive Director, Deloitte Tax Services Sdn Bhd
	7	Mr Lee Kam Heng	Vice President & General Manager, Intel
	8	Dato Peter Christian Halm	Vice President & Chief Financial Officer, Infineon Technologies (Kulim) Sdn Bhd
	9	Mr Vejaya Kumar Narayanan	General Manager, Smart Modular Technologies Sdn Bhd
	10	Mr Lee Chee Hong	Managing Director, Infineon Technologies (Malaysia) San. Bhd.
	11	Mr Tan Eng Kee	Chief Executive Officer, Greatech Technology Berhad
	12	Mr Yong Chong Chin	Vice President – Operations, Celestica
	13	Mr Lee Boon Chun	Chief Executive Officer, Xfab Sarawak
	14	Mr Lew Hon Sang	Vice President, Sensata Technologies
	15	Mr Jose A Hernandez Lopez	VP, Manufacturing Operations, ON Semiconductor Malaysia Sdn. Bhd.
	16	Mr Yogannaidu A/L Sivanchalam	Managing Director, Texas Instruments Malaysia Sdn Bhd
	17	Mr Dillon Atma Singh	Chief Executive Officer, JFTechnology Berhad

List of invitees



Category	No	Name	Designation
MITI and Agencies	1	Datuk Lokman Hakim Ali	Secretary General of MITI
	2	Dato' Sri Norazman Ayob	Deputy Secretary General of MITI (industry)
	3	Dato' Azman Mahmud	CEO of Malaysian Investment Development Authority (MIDA)
	4	Mr Mohd Mustafa Abdul Aziz	CEO of Malaysia External Trade Development Corporation (MATRADE)
	5	Dato' Abdul Latif bin Haji Abu Seman	Director General of Malaysia Productivity Corporation (MPC)
	6	Dato' Charon Wardini Mokhzani	Group Managing Director of Malaysian Industrial Development Finance Berhad (MIDF)
	7	Dato' Madani Sahari	CEO of Malaysia Automotive Robotics and IoT Institute (MARII)
	8	Mr Lim Keng Yow	CEO of Malaysia Steel Institute (MSI)
	9	Datuk Ir. Dr. Ahmad Fadzil Mohamad Hani, F.Asc., FIEM	CEO of SIRIM Berhad
	10	Datuk Shahrul Nazri Abd Rahim	CEO of Exim Bank
	11	Mr Shahrul Sadri Alwi	Director General of Department of Standards Malaysia (JSM)
	12	Muhammad Azmi Zulkifli	CEO of InvestKL
	13	Hairol Ariffein Sahari	CEO of Halal Development Corporation
	14	Dr Osman Zakaria	CEO of National Measurement Council
	15	Sulaiman Arshad	Director of Malaysia Design Council

List of invitees

PIC : CSU



Category	No	Name	Designation
MPC Board Members	1	YBhg. Prof. Emeritus Tan Sri Dato' Dzulkifli Abdul Razak	Rektor Universiti Islam Antarabangsa Malaysia (UIAM)
	2	YBhg. Tan Sri Dato' Azman Shah Dato' Seri Haron	Presiden Emeritus, Malaysian Employers Federation (MEF)
	3	YBhg. Datuk Abang Haji Abdul Karim bin Tun Abang Haji Openg	Presiden C/O Brooke Dockyard & Engineering Works Corporation
	4	YBhg. Dato' Muhamad Noor Yacob	Profesor Adjung Universiti Kebangsaan Malaysia (UKM)
	5	YBhg. Datuk Hj. AG Buhtamam bin Hj. AG Mahmud	Ketua Pegawai Eksekutif/Pengerusi Sedafiat Sdn. Bhd.
	6	YBhg. Datuk Ruben Emir Gnanalingam Abdullah	Pengarah Urusan Kumpulan Westports Holdings Berhad
	7	YBhg. Dato' Jamelah Jamaludin	Pengerusi Mudharib Partners Sdn. Bhd.
	8	Mr Maniam a/l Arumugam	Timbalan Ketua Setiausaha (Dasar dan Antarabangsa) Kementerian Sumber Manusia
	9	Mr Surrendren a/l Sathasivam	Pengarah Bahagian Ekonomi Makro Unit Perancang Ekonomi
	10	Ms Haslana Binti Kamarudin	Ketua Penolong Pengarah Belanjawan Negara Kementerian Kewangan Malaysia
	11	M A. Balasubramaniam	Timbalan Setiausaha Agung Kongress Kesatuan Sekerja Malaysia
	12	Ir. Daniel Lim Kim Chuan	Pengarah Urusan AD Consultants (M) Sdn Bhd
	13	Encik Jacob Lee Chor Kok	Ahli Majlis Federation of Malaysian Manufacturers (FMM)



Appreciation Certification to companies completed Plugfest POCs

Company		Top Management	Attendance
1	Hexa Food	Gary Gan Kian Keat, Managing Director	
2	Leading Platform	Shairul Baki, Director	
3	Darash Maju	Mohan Raj Logenathan, Director	
4	TG Power Wrap	Dato' Ang Poon Chuan, Managing Director	
5	Venture Diecasting	Mohd Amir Rashid B. Abdul Muaing, Engineer Dept	

20 pax for MPC secretariats and press